

Exhibit “A”

SUMTER COUNTY TOURIST DEVELOPMENT TAX PLAN

The objective of the TDC is to further enhance the tourism industry and the overall economy of Sumter County through projects or programs that meet the following criteria:

1. Conform to State/County Ordinances
2. Attract new visitors to Sumter County
3. Increase the frequency of visits
4. Increase the length of stay of visitors
5. Increase the per capita spending of visitors
6. Increase the number of room nights, thereby increase tourist development revenues.

All funds will be disbursed using the TDC grant application and must conform to these guidelines in one of the categories outlined below. Applications that do not conform to these guidelines will not be considered for funding. Funding limits are subject to approval by the TDC. A three-fourths affirmative vote of the membership of the TDC shall be required to approve any expenditure of funds in excess of fifty percent of the then available funds.

DEFINITIONS The funds to be disbursed no less than 40% of the annual budget for the following combined categories:

<i>Category</i>	<i>Definition</i>
SPONSORSHIPS	Major events staged in the county by non-profit Organizations that attract large numbers of visitors from outside the county. Examples would include National and international sports events or concerts.
SPECIAL EVENTS	One day and multi day events sponsored by non-profit Sumter County based organizations, which are open to the Public such as festivals, art shows and historical events. Individual grant amounts will be determined by need by the TDC.
EVENTS	Organized tournaments and events held within the county that brings participants from outside the county.
ADVERTISING/PROMOTION	Placement of advertisements and co-op advertising at intra-state, state or county level in magazines, newspapers, radio, BCT. Development and placement of printed publications, brochures, rack cards, web sites, kiosk systems, tourism trade shows, billboards and any type of advertising opportunities for Sumter County.
CAPITAL IMPROVEMENTS	Projects sponsored Governmental Organizations or non-profit organizations within the county to establish new or refurbish existing facilities for recreational activities, cultural events and performances within Sumter County.

The funds to be disbursed no more than 60% of the annual budget for the following category:

All material submitted with grant applications will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.